PayPal™

Express Checkout User Interface Standards

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About this Guide

Express Checkout User Interface Standards details the requirements and best practices for placing PayPal graphic images on your website. It also explains how buyers who pay with PayPal will experience checkout on your website, and how you can modify that buyer experience depending on your needs.

Following these requirements and best practices provides optimal performance and ensures that PayPal buyers have a consistent checkout experience from website to website.

Intended Audience

This guide is for:

- Merchants to get an overview of the requirements for adding PayPal Express Checkout to their e-commerce website.
- Developers who will be integrating PayPal Express Checkout.

1 PayPal Placement in the Checkout Flow

By using these recommended checkout flow and the placement requirements, you optimize your website's checkout flow and significantly improve your buyer's experience, increasing conversion. Your buyers immediately see that you have PayPal and stay on your website.

You must offer PayPal to your buyers in at least the following two places in your checkout flow:

- As a checkout option on your Shopping Cart page
- As a payment option on your Payment Methods page

PayPal recommends that you allow guest checkout on your site. If you choose not to allow guest checkout, PayPal recommends that your buyers log in to your site after they have finished with the PayPal flow.

NOTE: This document describes the placement and usage requirements for various e-commerce business models, including retail hardware (See "PayPal Login Page" on page 20.), digital goods (See "Elimination of Merchant Review Page" on page 27), and recurring billing (See "Recurring Payments Flow" on page 29.).

If you have a different business model, contact your PayPal Integration manager to discuss the checkout flow that will work best for you.

Checkout Option on Your Shopping Cart Page

Place the **Checkout with PayPal** button at the beginning of the checkout flow on the Shopping Cart page. The Shopping Cart page is usually the page after the buyer selects **Proceed to Checkout** or **View Cart**.

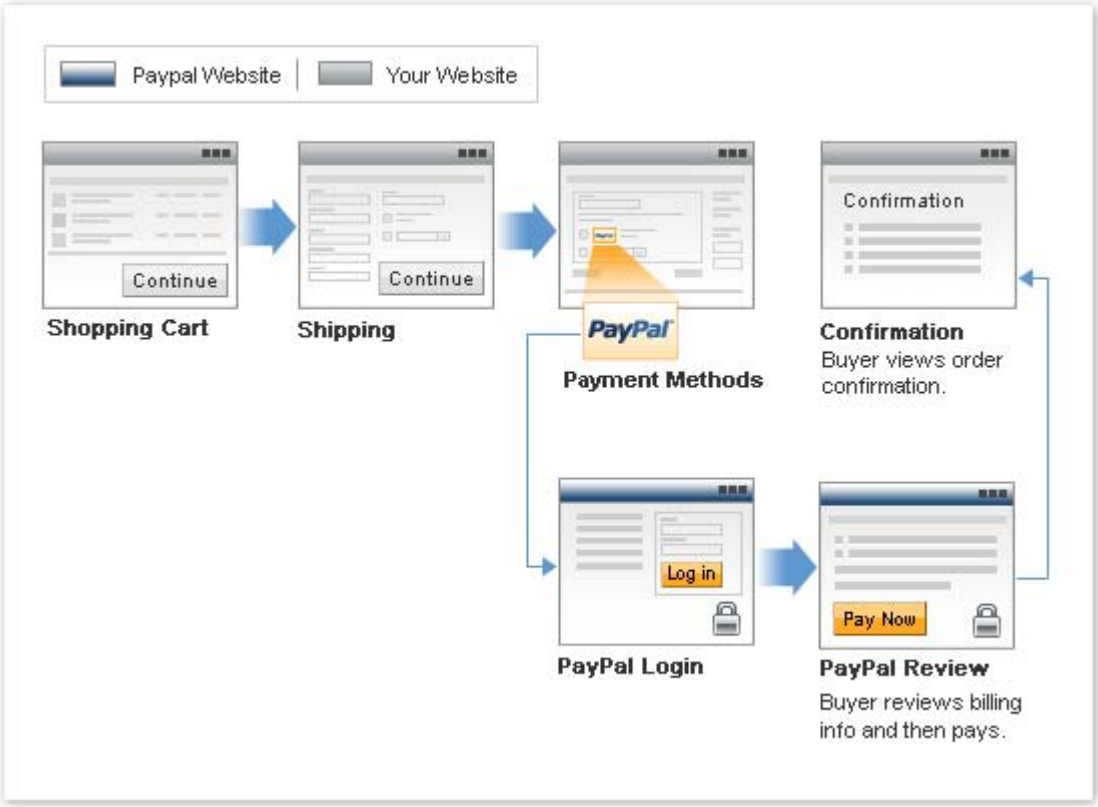
When your buyers click the **Checkout with PayPal** button, they log in to PayPal and select a shipping address and payment method. Because this information is returned to you when the buyer returns from PayPal, you can skip the Shipping and Payment Methods pages in your regular flow.

FIGURE 1.1 Merchant's Checkout Flow

1. Add the PayPal acceptance graphic to the page.
2. Add the **Checkout with PayPal** button. Call the SetExpressCheckout API request. Redirect the buyer to PayPal.
3. PayPal redirects the buyer to the Merchant site. Call the GetExpressCheckoutDetails API request.
4. Call the DoExpressCheckout Payment API request.

Payment Option on Your Payment Methods Page

Place PayPal near the end of the checkout on your Payment Methods page, along with other payment options you offer.



1 PayPal Placement in the Checkout Flow

Payment Option on Your Payment Methods Page

2 Placement of PayPal Branded Acceptance Marks and Graphics on Your Site

The following sections detail the requirements for placing PayPal graphic images on your site.

Using PayPal-Hosted Images

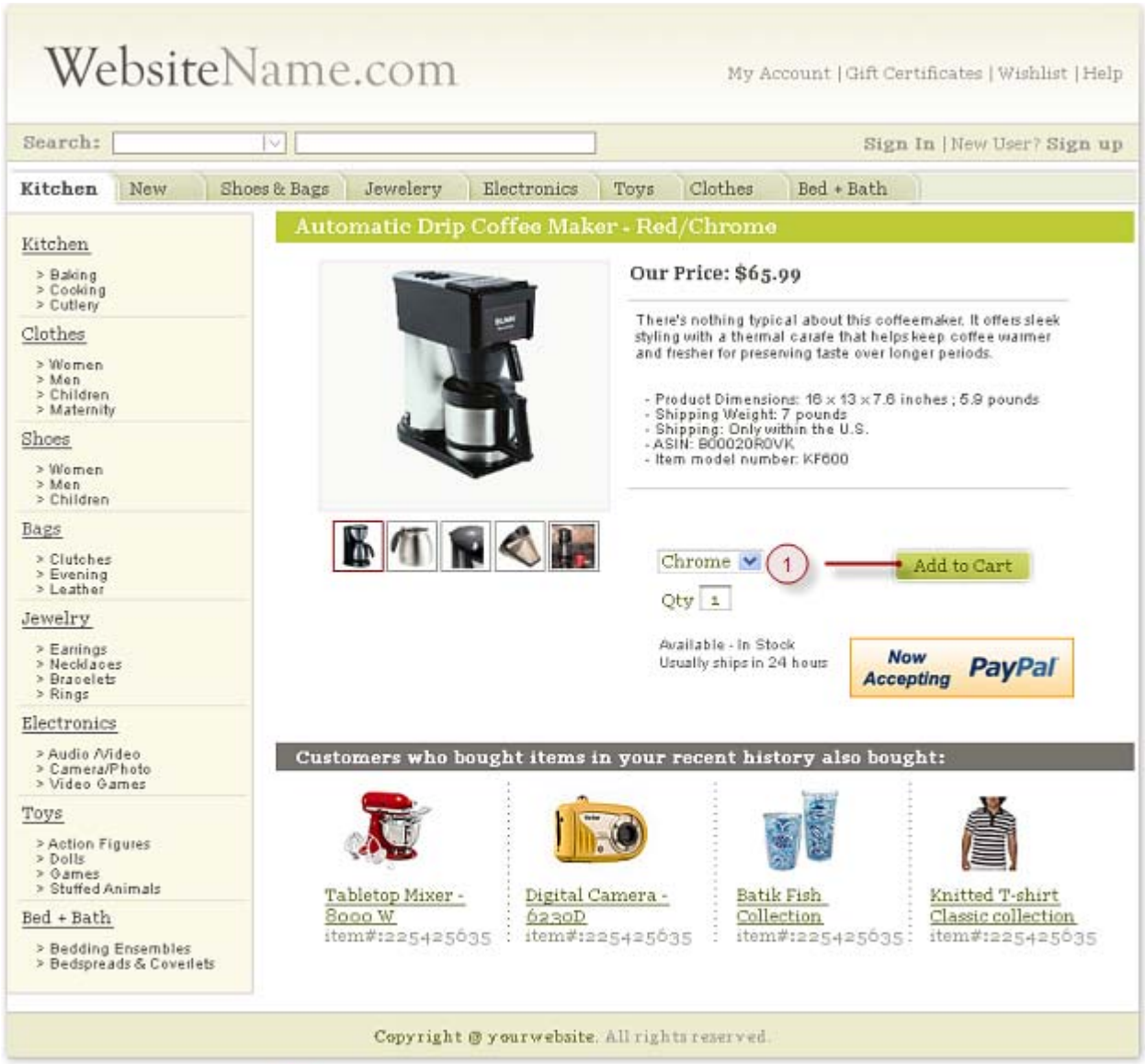
PayPal requires that you use PayPal graphic images hosted on PayPal's secure servers. That way, if PayPal updates its graphic images, they will appear automatically on your website so it looks like a trusted PayPal site. As a result, the PayPal branding that consumers see is consistent from website to website.

Home Page

Display the PayPal acceptance graphic in an area of the page that the buyer can view without scrolling. Consistent placement of PayPal branding across the Home and Product Details pages results in increased overall sales and conversion.

Product Details Page

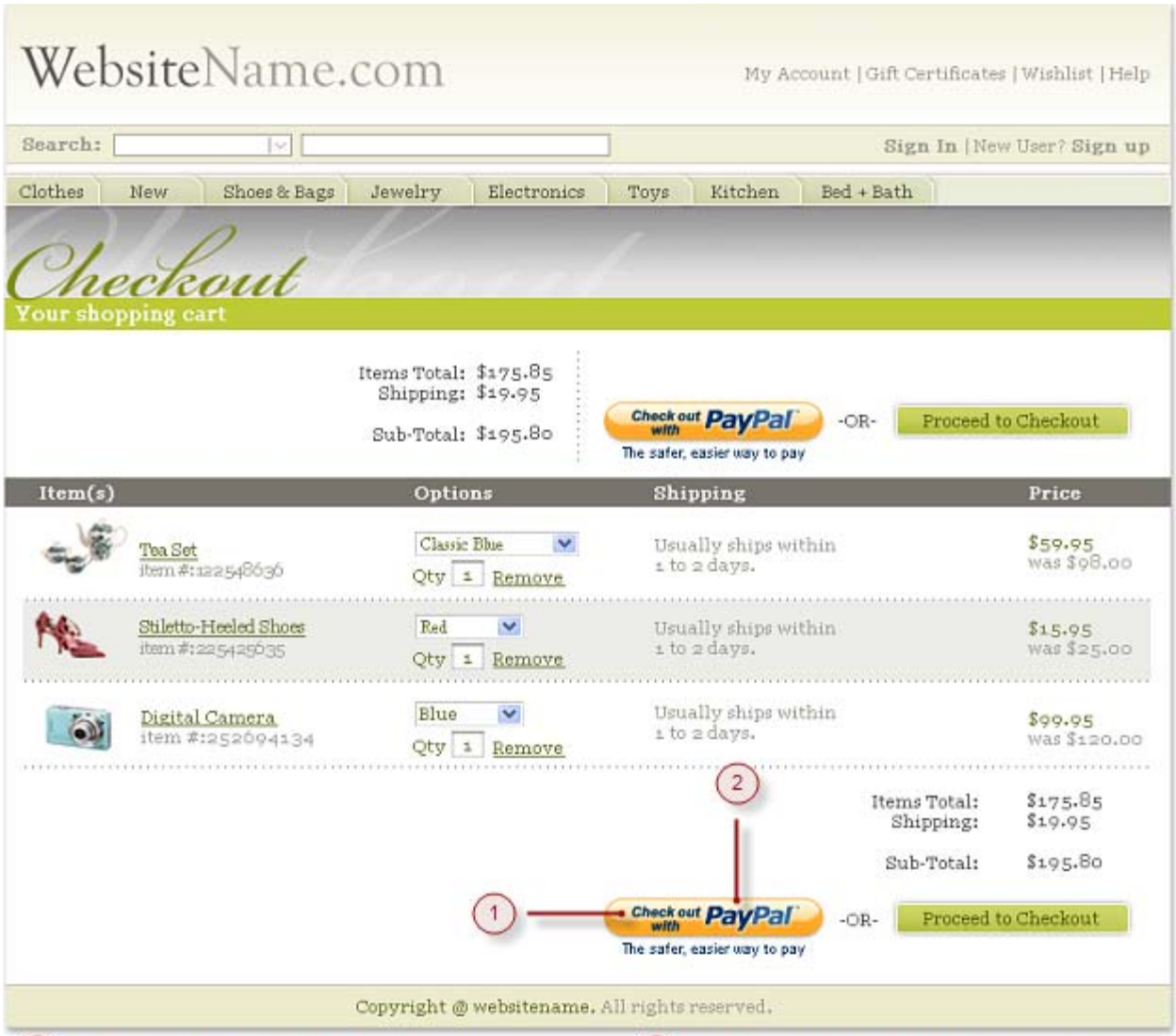
Display the Express Checkout acceptance graphic on your Product Details pages.



1 The PayPal acceptance graphic should be close to the **Add to Cart** button on each of your Product Detail pages.

Shopping Cart Page

Displaying the **Checkout with PayPal** button before your checkout process on your Shopping Cart page, as shown in the figure below, leads to higher sales and conversion.



1 **Checkout with PayPal** button requirements.
The button should:

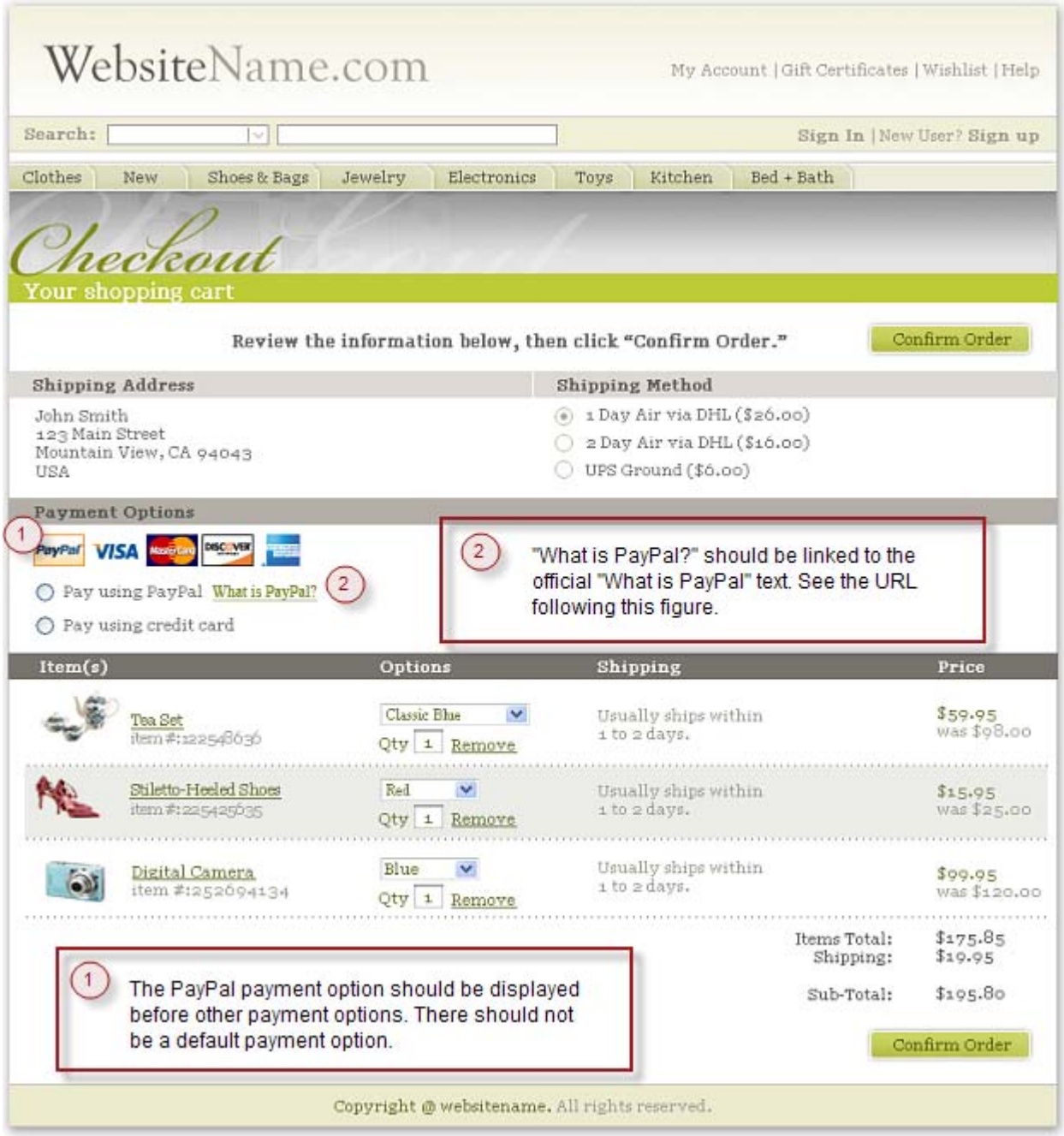
- Always be clickable.
- Be placed right below or next to each of your own cart's checkout buttons.
- Have the word "or" separating it from your other checkout button.
- Appear before your website collects any billing or shipping details, and before any other payment
- Be aligned vertically or horizontally with your own buttons.

2 When the customer clicks the **Checkout with PayPal** button:

- Call the SetExpressCheckout API request to initiate the transaction.
- After receiving the SetExpressCheckout API response, redirect the customer to PayPal.

Payment Methods Page

Display PayPal as a payment option near the other payment options on your Payment Methods page. This placement, as shown in the figure below, provides the greatest conversion of buyers when using PayPal Express Checkout.



URL to 'What is PayPal' Text

"What is PayPal?" should be linked to the official "What is PayPal" text at the following URL:

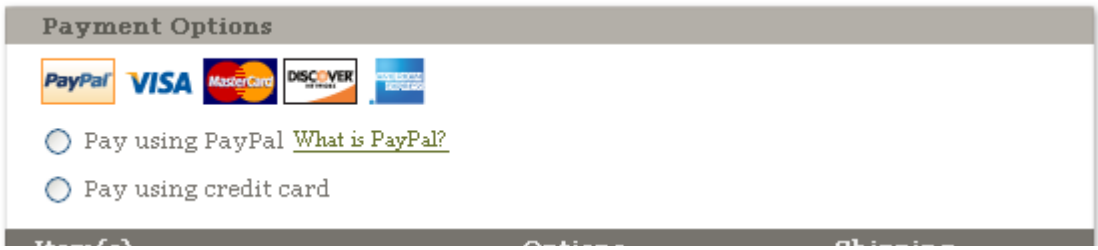
https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/Marketing/popup/OLCWhatIsPayPal-outside

Placement Samples

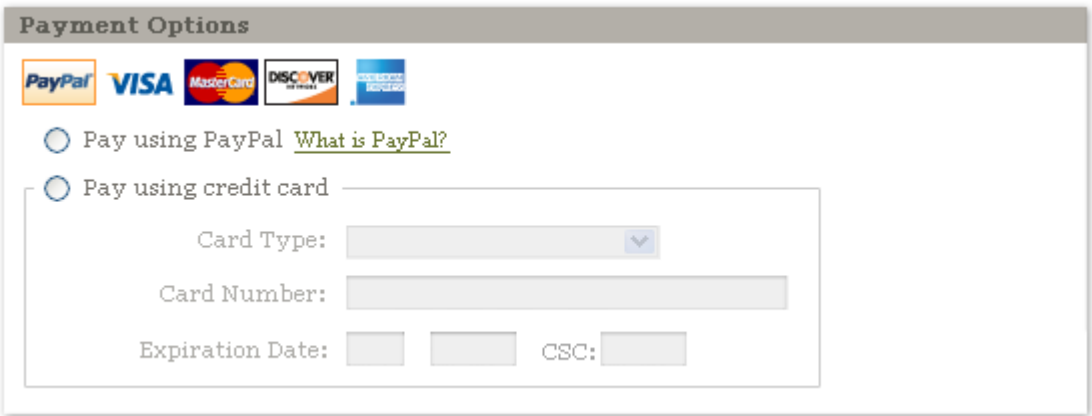
On your Payment Methods page, use the placement sample below that most closely resembles the way you display payment options to your buyers.

1. Radio button - Vertical alignment

2. Radio button - Horizontal alignment of PayPal and credit card logos



3. Radio button - Horizontal alignment of PayPal and credit card logos with credit card information uneditable (grayed out).



When the page first loads, credit card fields should be either hidden (samples 1 and 2 above) or uneditable (sample 3 above). Credit card fields should dynamically display or become editable only after the buyer chooses **Pay using credit card** as the payment method.

PayPal research indicates that displaying payment options using radio buttons converts better than drop down menus or tabbed navigation bars.

Placement of PayPal Branded Acceptance Marks and Graphics on Your Site

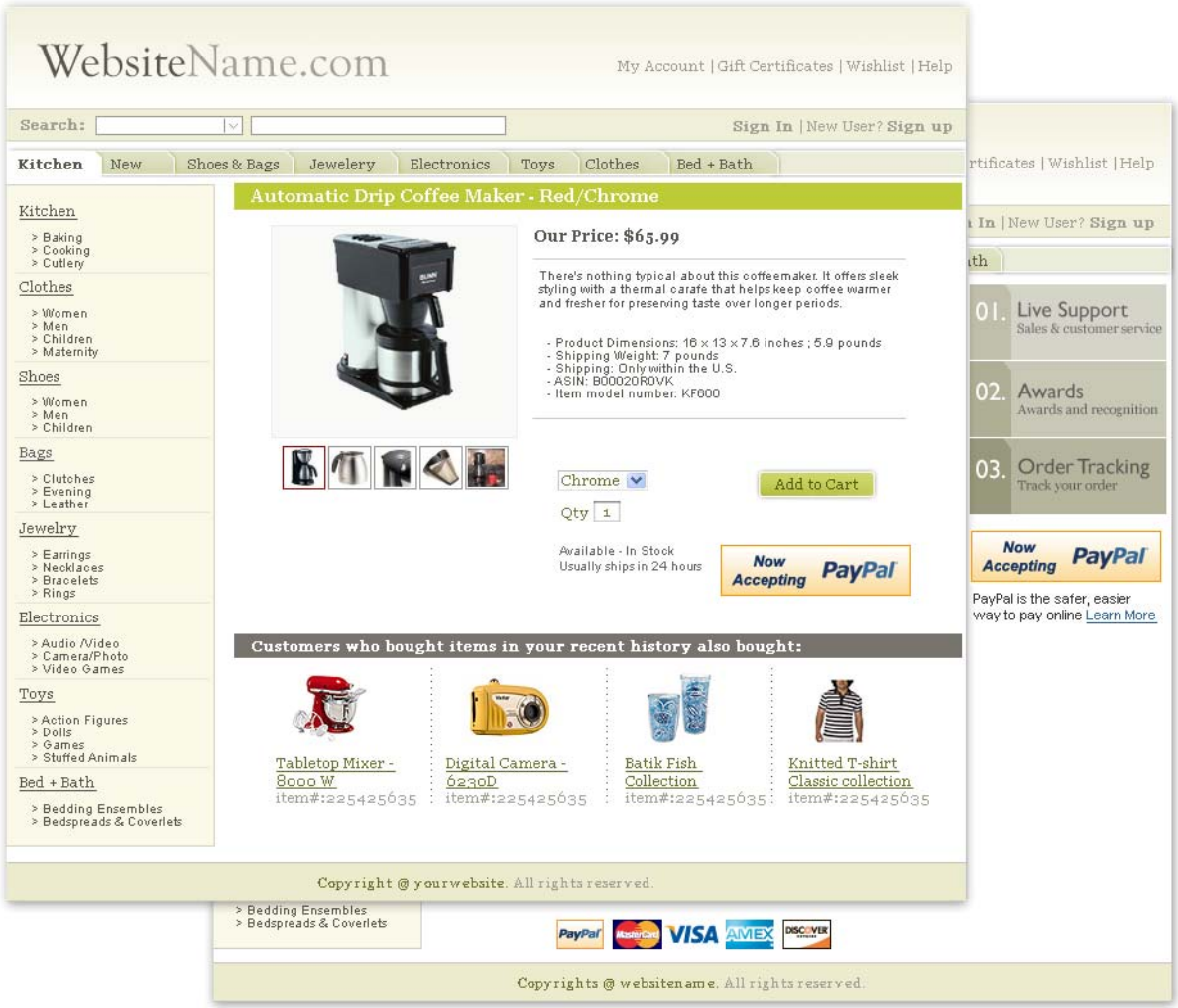
Payment Methods Page

3 Best Practices

The following sections illustrate PayPal's best practices for optimal performance and ways that you can customize each of the pages in the Express Checkout flow to the specific needs of your business.

Merchant Product Home Page and Product Details Page

Use consistent PayPal branding on your website's Home page and Product Details page. For example, if you use **Now Accepting PayPal** on your Home page, use the same message on the Product Details page.

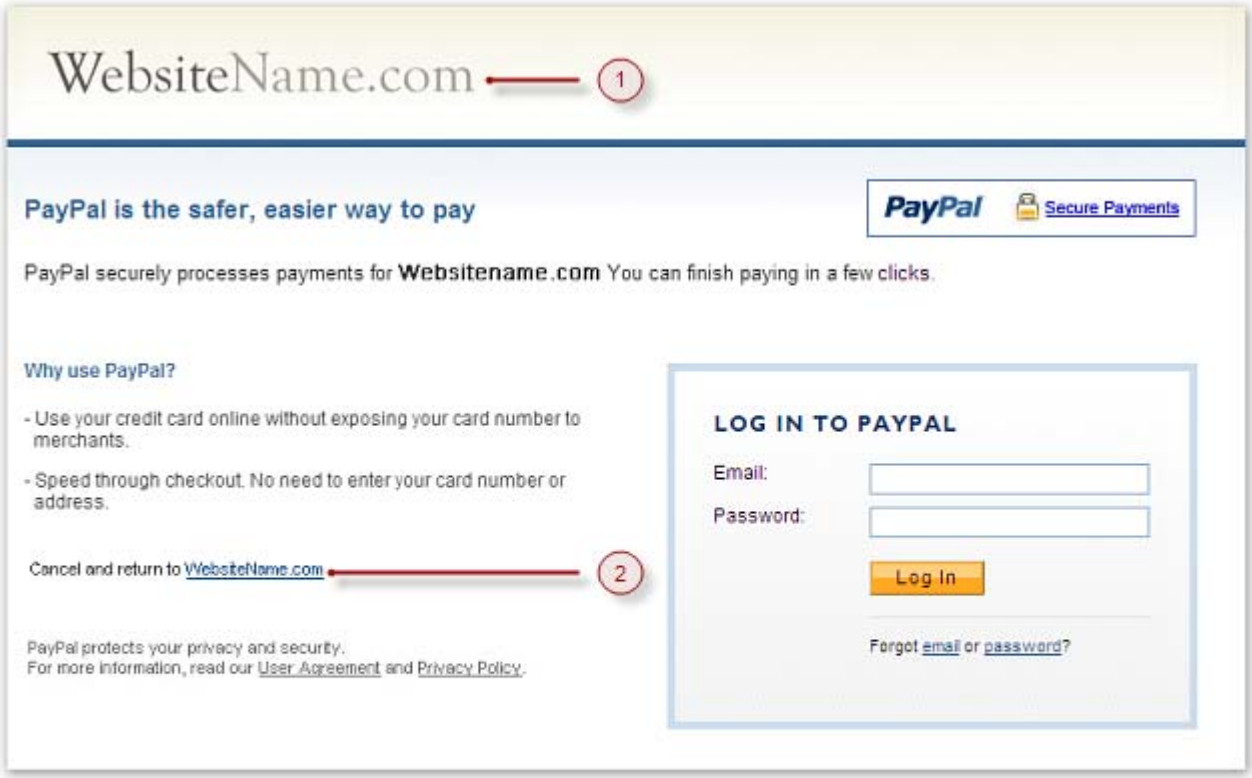


Six months after the launch, change the message from **Now Accepting PayPal** to either **We Accept PayPal** or **We Prefer PayPal** consistently on both pages. The PayPal acceptance graphics should be linked to the approved "What is PayPal" text.

Consistent placement of PayPal branding across the Home and Product Details pages results in increased overall sales and conversion.

PayPal Login Page

After the buyer clicks the **Checkout with PayPal** button or selects PayPal from your Payment Methods page, you call the SetExpressCheckout API and redirect the buyer to PayPal.


WebsiteName.com
1
PayPal is the safer, easier way to pay
PayPal
Secure Payments
PayPal securely processes payments for Websitename.com You can finish paying in a few clicks.
Why use PayPal?
- Use your credit card online without exposing your card number to merchants.
- Speed through checkout. No need to enter your card number or address.
Cancel and return to WebsiteName.com
2
PayPal protects your privacy and security.
For more information, read our User Agreement and Privacy Policy.
LOG IN TO PAYPAL
Email:
Password:
Log In
Forgot email or password?

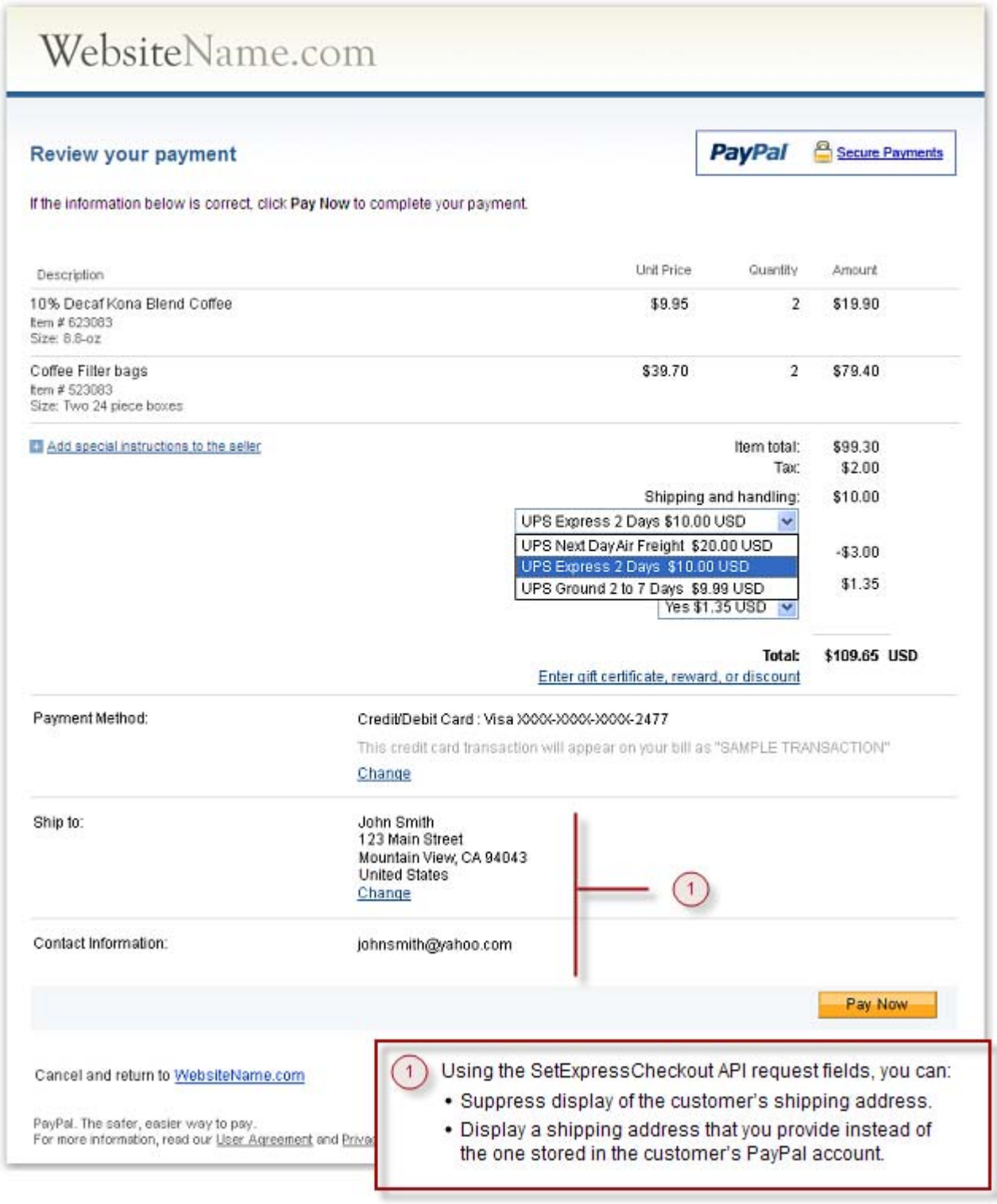
1. Use fields in the SetExpressCheckout API request to include your logo and to alter the look and feel of the PayPal Login page. Your logo can be a maximum size of 750 pixels wide by 90 pixels high.

2. Pass the Cancel URL as part of the SetExpressCheckout API request. The displayed text is set in your merchant profile.

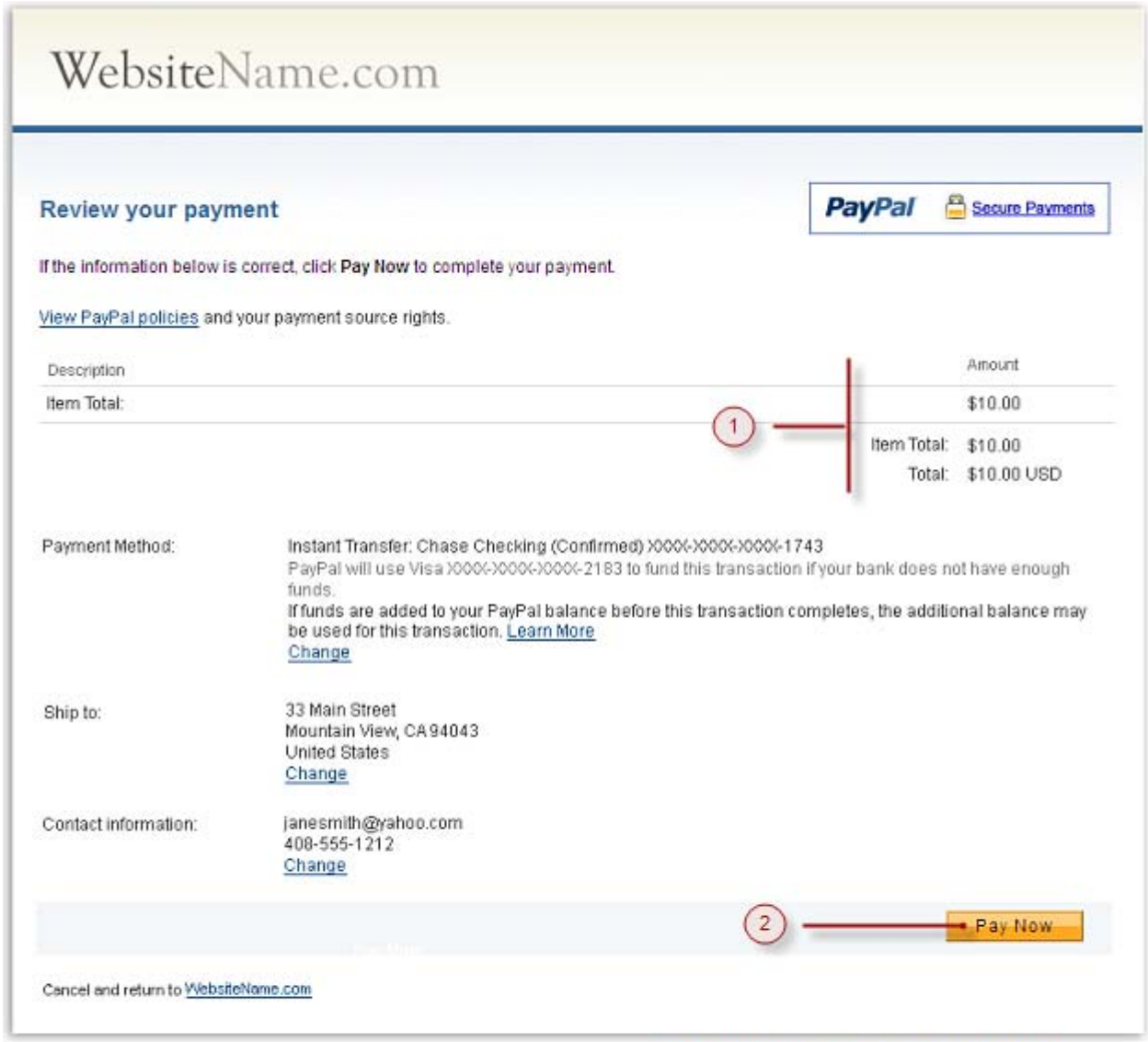
PayPal Review Page

After the buyer logs into their PayPal account, they can choose their funding source. Depending on the options that you set in API calls or your PayPal profile, the buyer may also select a shipping address or other information.

This is an example PayPal Review page showing line item details that were passed (optionally) as part of the SetExpressCheckout API request. The PayPal Review page appears when the buyer clicks the **Checkout with PayPal** button on the Shopping Cart page and logs in to PayPal.


WebsiteName.com
Review your payment
PayPal
Secure Payments
If the information below is correct, click Pay Now to complete your payment.
Description
Unit Price
Quantity
Amount
10% Decaf Kona Blend Coffee
Item # 623083
Size: 8.8-oz
$9.95
2
$19.90
Coffee Filter bags
Item # 523083
Size: Two 24 piece boxes
$39.70
2
$79.40
Add special instructions to the seller
Item total:
$99.30
Tax:
$2.00
Shipping and handling:
$10.00
UPS Express 2 Days $10.00 USD
UPS Next Day Air Freight $20.00 USD
UPS Express 2 Days $10.00 USD
UPS Ground 2 to 7 Days $9.99 USD
-$3.00
$1.35
Yes $1.35 USD
Total:
$109.65 USD
Enter gift certificate, reward, or discount
Payment Method:
Credit/Debit Card : Visa XXXX-XXXX-XXXX-2477
This credit card transaction will appear on your bill as "SAMPLE TRANSACTION"
Change
Ship to:
John Smith
123 Main Street
Mountain View, CA 94043
United States
Change
1
Contact Information:
johnsmith@yahoo.com
Pay Now
Cancel and return to WebsiteName.com
PayPal. The safer, easier way to pay.
For more information, read our User Agreement and Privac
1 Using the SetExpressCheckout API request fields, you can:
• Suppress display of the customer's shipping address.
• Display a shipping address that you provide instead of the one stored in the customer's PayPal account.

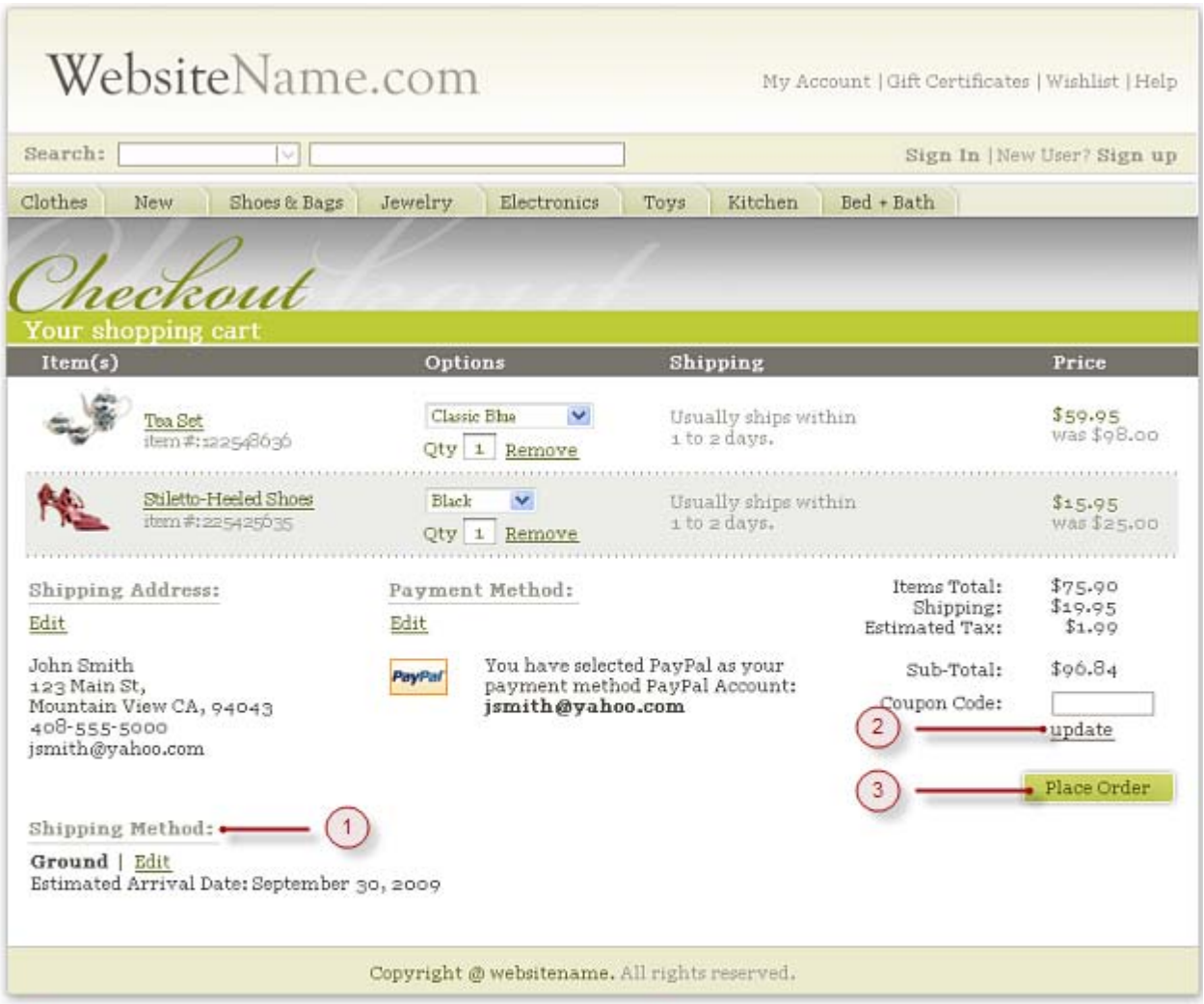
This is an example of the PayPal Review page that appears when the buyer selects PayPal from your Payments Methods page.



1. PayPal displays order amount.
2. When the customer clicks the **Pay Now** button, they return to your website. Even if you do not display your Review page, you still must call the DoExpressCheckoutPayment API request to complete the PayPal payment.

Merchant Review Page

In those cases where the buyer clicks the **Checkout with PayPal** button on the Shopping Cart page, the buyers are returned to your website's Review page after logging in to PayPal and selecting their funding source. After the Merchant Review page, we recommend that there are no more than two pages in your checkout flow for the highest conversion.



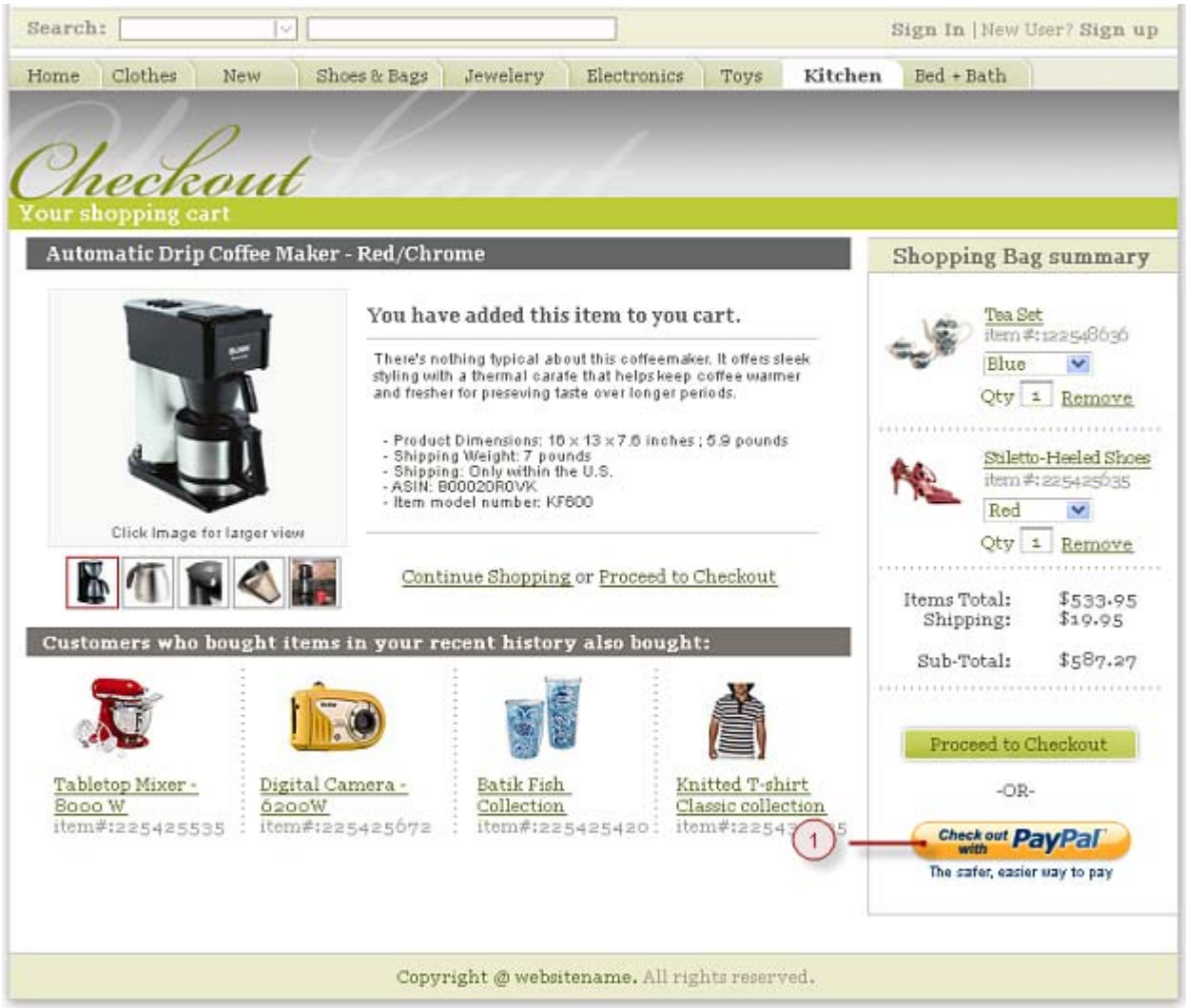
1. Pre-select the default shipping method for your customers and allow them to change it, if desired.
2. Allow your customer to enter coupons or gift certificates, and click an **Update** button or link to apply them.
3. When the customer clicks the **Place Order** button, call the DoExpressCheckoutPayment API request to complete the PayPal payment.

4 Additional Options and Requirements

This section contains the requirements for other options you can use when placing PayPal in the checkout flow.

Checkout From the Product Details Page

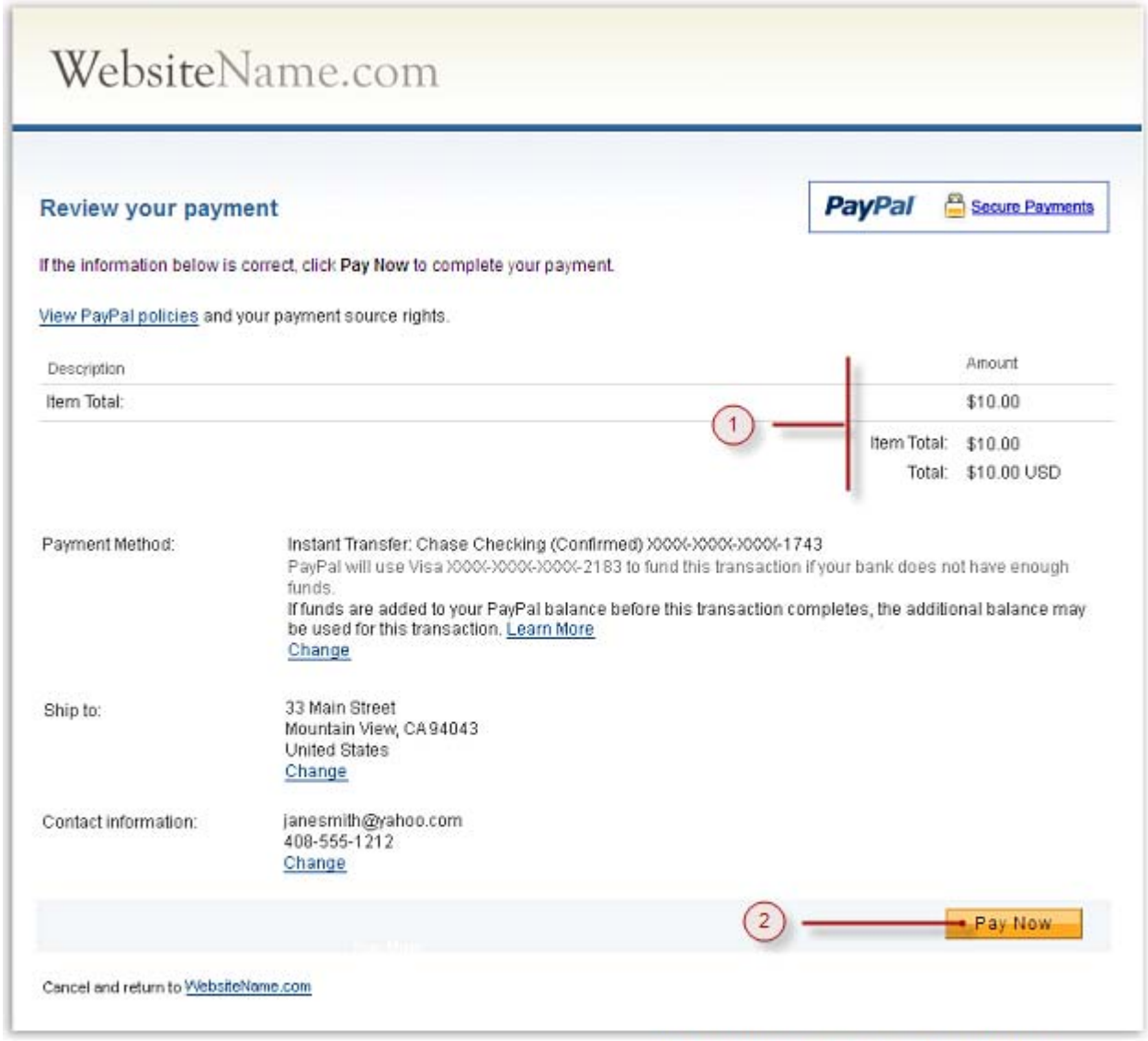
When your buyer clicks the **Checkout with PayPal** button, they log in to PayPal and select a shipping address and payment method. Because this information is returned to you when the buyer returns from PayPal, you can skip the Shipping and Payment Methods pages in your regular flow.



1 PayPal only requires you to place a **Checkout with PayPal** button if the **Checkout** button initiates the checkout flow.

Elimination of Merchant Review Page

If you sell digital goods or other products where a Review page on your site is not required, you can optionally make the checkout appear to complete on the PayPal site and entirely bypass your Review page.



1. PayPal displays order amount.
2. When the customer clicks the **Pay Now** button, they return to your website. Even if you do not display your Review page, you still must call the DoExpressCheckoutPayment API request to complete the PayPal payment.

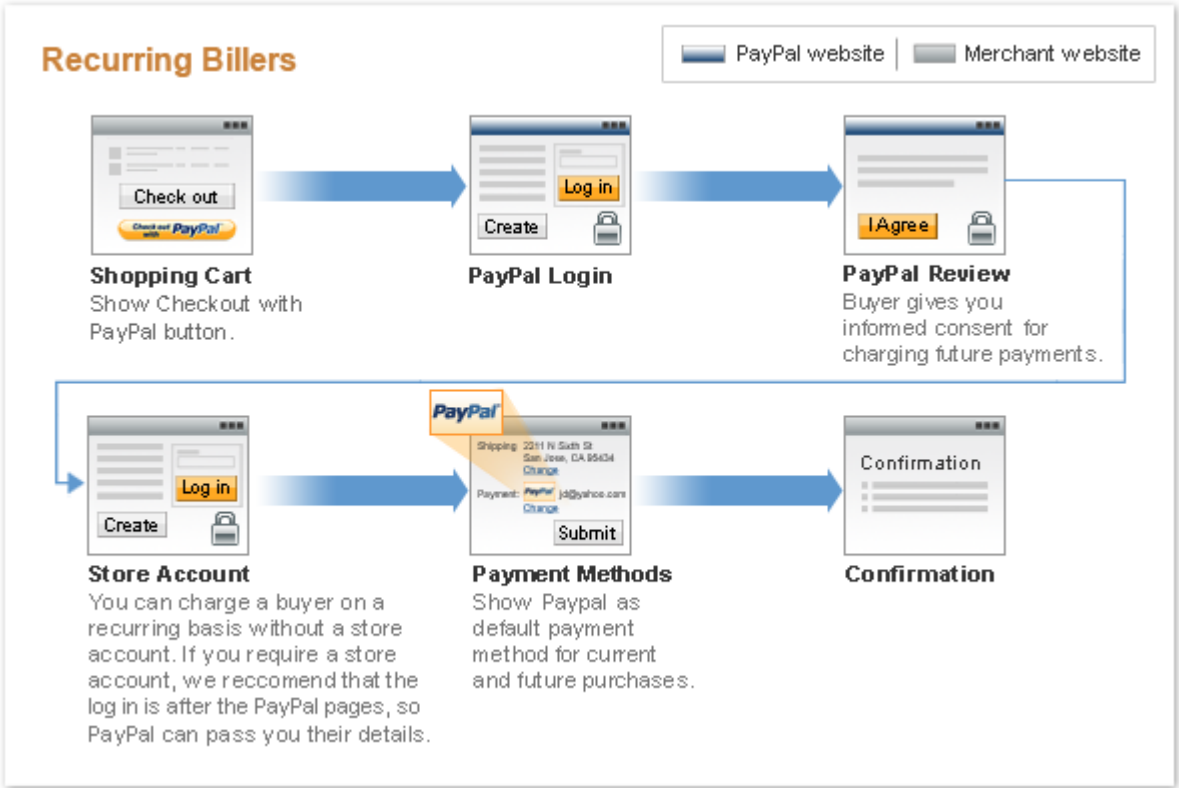
5 Recurring Billers Express Checkout Flow

If you sell items or services that require charging buyers on a recurring basis, such as subscriptions or memberships, use the following recommendations to provide a fast, easy checkout experience for your buyers who choose PayPal. These recommendations let you charge your buyers periodically without requiring them to log in to their PayPal accounts each time.

Recurring Payments Flow

Place the **Checkout with PayPal** button at the beginning of the checkout flow on the Shopping Cart page, which is usually the page after the buyer selects **Proceed to checkout** or **View cart**.

When your buyer clicks the **Checkout with PayPal** button, they log in to PayPal and select a shipping address and payment method. Because this information is returned to you when the buyer returns from PayPal, you can skip the shipping and payment methods pages in your regular flow.


Recurring Billers
PayPal website
Merchant website
Check out
Shopping Cart
Show Checkout with PayPal button.
Log in
Create
PayPal Login
I Agree
PayPal Review
Buyer gives you informed consent for charging future payments.
Log in
Create
Store Account
You can charge a buyer on a recurring basis without a store account. If you require a store account, we reccomend that the log in is after the PayPal pages, so PayPal can pass you their details.
PayPal
Submit
Payment Methods
Show Paypal as default payment method for current and future purchases.
Confirmation
Confirmation

Recurring Billers Express Checkout Flow

Recurring Payments Flow